

**FIRST 5 CALIFORNIA
CHILDREN AND FAMILIES COMMISSION**

March 16, 2006

**Department of Social Services
744 P Street – Auditorium
Sacramento, CA 95814**

MINUTES

Agenda Item 1 – Call to Order

Chairperson, Alice Walker Duff called the meeting to order at 9:10 a.m.

Agenda Item 2 – Roll Call

Commissioners Present: Alice Walker Duff
Louis Vismara
Elizabeth Rice Grossman
Eliseo Medina

Commissioners Absent: Rob Reiner
Don Attore

Ex-Officio Commissioners Absent: Scott Himelstein
Joe Munso

Agenda Item 3 – Approval of Minutes

Chairperson Alice Walker Duff asked if there were any edits to the January 26, 2006, Commission meeting minutes. Hearing none from the other commissioner, she noted that her statement regarding slavery and human bondage was omitted from the minutes. She asked that it be included.

ACTION: Commissioner Medina moved that the Commission approve the January 26, 2006, Commission minutes as amended. The motion was seconded by Commissioner Grossman and was approved by a unanimous vote of the members present.

Agenda Item 4 – Chairman's Report

Chairperson Alice Walker Duff noted that these have been challenging times. She commended staff for their professionalism and the Commissioners for their on-going commitment to the California Children and Families Act. She then reported on the following activities/events:

- WIC – The California Women, Infants, and Children (WIC) Supplemental Nutrition Program will reproduce the First 5 Oral Health brochure, “Healthy Teeth Begin at Birth,” and will be available in ten different languages. WIC plans on reproducing over 1 million copies to distribute through their 700 WIC sites throughout the state. She also noted that WIC is also a subcontractor on our First 5 Oral Health Education and Training project and is actively involved in staff development activities that focus on the prevention of early childhood caries.
- Obesity Ad Campaign – The obesity ad campaign, developed jointly with the California Health & Human Services Agency and the First Lady’s Office, was launched on March 6. Three ads will run for about 10 weeks in general market and Spanish-language television stations statewide. The ads are being revised to differentiate between Type I and Type II diabetes to prevent confusion. Type I diabetes is not a life-style driven disease. She also reported that a two-sided flyer in English and Spanish that gives parents and caregivers tips on how they can help their children maintain a healthy weight. She then acknowledged Barbara Marquez for her work on flyer, which she developed with assistance from the WIC program and the 5-a-Day campaign. Chairperson Duff noted that staff is also developing a poster.
- Oral Health Press Conference – A joint press conference was held last month with the Dental Health Foundation in Sacramento to release a landmark study on children’s oral health in California. The report found that nearly two-thirds of elementary school children in the state were affected by dental disease making it one of the most prevalent children’s health problems in the state. As a result, more than 30 newspapers published the results of the study. Television coverage reached an additional 3.5 million viewers from Sacramento to San Diego. Univision also aired oral health segments in Sacramento and San Francisco. A statewide radio media tour is in development featuring pediatric dentists in Los Angeles, Santa Barbara and Fresno.
- First 5 Redesigned Web Site – Staff is confident that the site will be a valuable resource to multiple audiences and will help reinforce First 5 California’s brand and identity. The new site will provide comprehensive information about the Commission’s goals, programs and administration. The new site will also provide technical assistance to First 5 County Commissions and resources for media. The initial launch will be in English, with access in multiple languages to follow.

Agenda Item 5 – Executive Director’s Report

Kris Perry, Executive Director, First 5 California Children & Families Commission, reported activities on the following:

- Management staff changes – Roberta Peck is now the Director of Preschool Planning at the California County Superintendents Educational Services Association (CCSESA). Bryan Hobson has been promoted to Chief of the Fiscal Operations Branch at the Department of Aging. She reported that the positions of Chief Deputy Director and School Readiness Manager are currently open. Recruiting for all positions is underway.
- Welcome to new staff – Introduced and welcomed the following new staff: Margaret Behan, Communications Office; Brad Elftmann, School Readiness; Irene Kwan-Carey, Health and PoP; Kasie Kwong, Health; and Maria Balakshin, Interim Administrator for PoP.

- Attorney General Office – On March 6, the Attorney General authorized First 5 California to employ outside counsel for advice regarding the legality of First 5 California's funding of the preschool advertising campaign based on their pre-existing attorney-client relationship with First 5 California. The Attorney General also informed Senator Charles Poochigian that he referred his request for a civil and criminal investigation to the Sacramento District Attorney.
- Joint Legislative Audit Committee (JLAC) – On March 8th, the JLAC approved an audit of First 5 California. Senator Dave Cox and Assemblyman Dario Frommer requested JLAC approve an audit of First 5 California's spending practices and contracting procedures.
- Health Access – The Commission awarded 6 applications during the fourth cycle of its Health Access Initiative. They include a regional Children's Health Initiative in Napa, Solano, Sonoma, and Yolo counties and Health Access programs in Fresno and Tulare counties. The Commission is now working with 16 counties in providing health insurance coverage to children---Alameda, Fresno, Kern, Los Angeles, Napa, Riverside, San Francisco, San Joaquin, San Luis Obispo, San Mateo, Santa Clara, Santa Cruz, Solano, Sonoma, Tulare and Yolo. These counties comprise approximately 60% of the state's young children (0-5) population eligible for the Healthy Kids Program. The deadline for the fifth and final cycle of applications is set for May 1, 2006.
- Power of Preschool – Applications were received from First 5 Los Angeles and First 5 San Diego for round 2 of the PoP Demonstration Project. The Los Angeles project will include 13 school districts and the San Diego program will focus on one large school district in National City, which has the 13th highest poverty rate in the United States.
- First 5 California Training – Several trainings have been conducted since January 2006 in the following program areas: Power of Preschool, School Readiness, Research and Evaluation, CARES, KCET and Special Needs.
- Children 0-3 and Their Families – Commission staff will work with the Association to explore possible Commission initiatives to serve children 0-3. Plans include an environmental scan of past and current work, panel presentations at the next two State Commission meetings, and development of concepts for consideration by the State Commission at the January 2007 planning meeting.
- Research and Evaluation – The RFP process has been completed. An intent to award the contract to Westat was posted on February 24, 2006. A protest was filed and it is under review by the Department of General Services. It is anticipated that the process will be completed within a few weeks and a contract will be finalized by May 1.
- Media Articles and Editorials/Public Record Requests – Staff has received numerous public records act requests made by individuals and groups. Commission staff is working to appropriately respond to these requests and to articles and editorials. Letters to the editors have been submitted.

Agenda Item 6 – First 5 Association of California Report

Sherry Novick, Executive Director, First 5 Association of California, provided an update on recent activities.

- Plans are underway for the 2006 State Conference. The Pre-Conference Institute on May 24 will include training for county commission staff in financial reporting and evaluation, as well as a statewide convening of School Readiness coordinators and a half-day new commissioner orientation. The Statewide Conference on May 25-26 will feature more than 25 workshops and 4 mini-institutes.
- The First statewide Association videoconference will be held on April 25 on the topic of autism. More than 200 people have registered to participate at 15 sites. The videoconference will feature leading researchers from UC Santa Barbara and the Mind Institute.
- The Association is hosting a meeting and reception on April 27 for First 5 commissioners and staff with national representatives of Reach Out and Read who will be in San Francisco for the Reach Out and Read annual conference.
- The Packard Foundation-funded preschool learning community continues to meet. The participants include representatives of county offices of education and First 5 Commissions in counties that were the early preschool for all planners. The intent is the share lessons learned with all First 5 commissions and their local partners.
- Government Finance Officers Association (GFOA) training is underway throughout the state, providing an opportunity for all commission fiscal staff and executive directors to receive technical assistance in best practices for financial management. The training reflects needs identified by GFOA in its assessment of county practices and input from the Association's financial management workgroup.
- The Association participated in a working process with the State Controller's Office to develop guidelines for the expanded audit mandated by SB 35. Both SB 35 and AB 109 require further legal research and potentially a statutory change to clarify the mandates in both bills.

Agenda Item 7– State Controllers Office: Final Audit Guidelines and Implementation Plan

Arlene Sakazaki, First 5 California, Administration Office, presented the Commission with the State Controller's Guidelines for Expanded Annual Audits of California Counties Participating in the California Children and Families Program and the implementation plan of the expanded audit process.

The State Controller's Office issued expanded audit guidelines as required by Section 130151 (a) of the Health and Safety Code. The purpose of the audit guidelines is to assist auditors in performing the expanded audit necessary for county commissions to comply with statutory requirements pursuant to Section 130151 (b) of the Health and Safety Code. The general objectives of the expanded audit were presented.

The implementation plan of the expanded audit process was developed to ensure the State Controller's Office meets the responsibilities outlined in Section 130151 of the Health and Safety Code. The plan consists of three phases:

- Phase I: Development of the expanded annual audit guidelines (Completed March 2006);
- Phase II: Development of the oversight process to monitor the county commission audits and to perform associated quality control functions (FY 2006/07); and
- Phase III: Execution of the oversight process (FY 2007/08 and subsequent fiscal years).

Agenda Item 8 –Regional Technical Assistance

The Commission approved \$2 million for continuation of Regional Technical Assistance (TA) over approximately two years, starting July 2006. During the past 18 months, Regional TA provided 52 training events attended by 3,050 participants.

First 5 California staff and the Technical Assistance Committee of the First 5 Association of California have modified the structure and consolidated coordination and administration functions for the next funding period. The new system will both meet local regions' training and technical assistance needs that align with State Commission priorities and First 5 California's needs to have a delivery system for specific training that the State Commission would like to see offered through the regional structure. First 5 California will receive and approve Regional TA plans before the new funds are disbursed.

ACTION: Commissioner Vismara moved that the Commission approve \$2 million to continue and restructure the Regional Technical Assistance (TA) delivery and coordination to County Commission regions for the next two years beginning on July 1, 2006. This approval will allow the State Commission to improve delivery of training, avoid duplication, and leverage training opportunities while fulfilling its statutory requirement for providing TA to County Commissions. The motion was seconded by Commissioner Medina and was approved by a unanimous vote of the Commission.

Commissioners Vismara and Medina voiced support for the Regional Technical Assistance Program and recommended a strong role for the First 5 Association of California to enhance coordination and leveraging opportunities.

Agenda Item 9 – Kit for New Parents

The State Commission approved up to \$23 million for up to a three-year supply of the Kit for New Parents; the release of a Request for Proposals; and the award of one or more contracts for Kit production and training.

ACTION: Commissioner Grossman moved that the Commission approve up to \$23 million for up to a three-year supply of the Kit for New Parents; the release of a Request for Proposals; and the award of one or more contracts for Kit production and training. The motion was seconded by Commissioner Medina and was approved by a unanimous vote of the Commission.

Agenda Item 10 – School Readiness Program Funding

The State Commission approved full four-year continuation funding for Cycle 2 of the School Readiness (SR) Program. Commissioners also approved the ability of State staff to provide County Commission access to unspent Cycle 1 funds following the close of Cycle 2, under specific circumstances.

ACTION: Commissioner Vismara moved that the Commission approve School Readiness funding. The motion was seconded by Commissioner Medina and was approved by a unanimous vote of the Commission.

Specifically, Commissioners provided spending approval:

1. For \$206.5 million to support Cycle 2 four-year funding for the School Readiness Program, beginning Fiscal Year 2006/07 with spending flexibility through 2012/13 (to facilitate three annual application rounds). The State Commission may withhold a County Commission's Cycle 2 School Readiness Initiative funds until the County Commission submits the required evaluation data in accordance with the Statewide Research and Evaluation Framework. Furthermore, the State Commission may withhold a County Commission's unspent Cycle 1 School Readiness Initiative funds that are otherwise available to the County Commission at the end of Cycle 2 until the County Commission submits the required evaluation data in accordance with the Statewide Research and Evaluation Framework; and
2. To provide County Commission access to unspent Cycle 1 SR Program allocations at the close of Cycle 2, unless Cycle 3 funding is subsequently approved. If Cycle 3 funding is approved, the State Commission will retain unspent Cycle 1 and Cycle 2 allocations for use at the State's discretion. The funds will no longer be available to County Commissions.

This approval was subsequent to the October 2005 meeting, when the Commission approved a commitment of \$206.5 million in State funds to support local SR programming for four additional years (Cycle 2) with spending authority of up to \$51.7 million for one year. Spending authority for the remaining three years was withheld, pending certain evaluation assurances. In response to that request for evaluation assurances, during the March meeting staff provided Commissioners with data from the current evaluation, as well as information about the full transition of all SR Programs to the new Statewide Research and Evaluation Framework effective July 1, 2006. Additionally, staff provided highlights from local evaluation findings from selected counties (local evaluation findings were received from more than 40 counties), to provide a fuller illustration of the statewide and local impact of the SR Program.

Commissioner Vismara expressed concern that the original motion regarding spending authority for the remaining three years of Cycle 2 of the School Readiness Program did not include fiscal consequences for counties found to be non-compliant with evaluation participation requirements. The original motion was amended with language proposed by Commissioners Medina and Duff. During the course of the meeting staff further refined this language for Commissioner approval and voting (reflected in the final language in item 1 above).

Emily Nahat, Deputy Director for Program Management, presented this agenda item. Patricia Skelton, Director of Research and Evaluation, provided additional evaluation background information.

Agenda Item 11 – First 5 California Equity and Diversity Project

The State Commission received an update on the Equity and Diversity Project and its progress towards enhancing the implementation of the First 5 California Principles on Equity. The presentation introduced seven recommended priority areas developed by the Equity and Diversity Steering Team and described the process to solicit additional input on the priority areas from the County Commissions and other interested partners, including community members. As part of the report, Francine Rodd, Executive Director of First 5 Monterey, provided a summary of the feedback and recommendations offered during the First 5 Association meeting. Overall, the State Commissioners were supportive of the priority areas but requested that they also address workforce development and that they be organized under a few major categories. During the next three months the priority areas and accompanying Operational Plan will be further developed and refined. At the July 2006 meeting of the State Commission, the final priority areas and operational plan will be presented for approval.

Agenda Item 12 – California Early Care and Education Workforce Study

The item was pulled. It will be rescheduled on the July 20, 2006, Commission agenda.

Agenda Item 13 –Statewide Research and Evaluation Technology Contractor

The First 5 State Commission approved \$3 million for 3 years to fund a statewide technology contractor for the statewide research and evaluation process. This contractor will provide the technology support and expertise needed to collect, organize, and store all evaluation data generated by the statewide research and evaluation processes.

ACTION: Commissioner Vismara moved that the Commission approve \$3 million, over 3 years, to hire and fund a technology contractor for Statewide Research and Evaluation Framework. The motion was seconded by Commissioner Medina and was approved by a unanimous vote of the Commission.

Agenda Item 14 – Legislative Update

Tina Chiginsky, Legislative Director, provided the Commission with a Legislative Summary Report that gives information on the bills that the Commission is tracking.

Agenda Item 15 –Adjournment

The Commission adjourned the meeting at 11:55 a.m. The next scheduled Commission meeting is July 20, 2006, in Sacramento.